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COTTON IN THE HOME

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1st Introducing title: Of all fibers used in making fabrics for clothing and home uses cotton is adapted to a greater variety of uses than any other now used.

2nd Introducing title: The following brief story of an average American family and their discovery of the varied uses of cotton is designed to illustrate the great versatility of cotton.

Scene: Living room, family sitting about waiting for dinner to be announced.

Title: Father: "What's so absorbing in the magazine?"  
Daughter: "Oh! the new styles for cotton dresses, Dad, they are just wonderful."

Scene: Daughter comes over to father's chair and shows him the magazine. They look at it with interest. Mother goes out of room to left and returns with a beautiful evening gown which she holds up to herself for the others to see.

Title: Wife: "Just look at this. This is what they are doing with cotton nowadays."  
Father: "What? that cotton? Well, it can't be so very expensive then."

Scene: Wife looks at daughter, laughs and replies to husband.

Title: Wife: "Well, not terribly expensive, but it cost more than a calico house dress. It's the style, the designing that costs."

Scene: Mother and daughter resume magazine. Father looks at watch, asks about dinner. Small boy hearing dinner mentioned gets up and runs into dining room. Returns quickly followed by maid who announces dinner. Family all pass into dining room.

(Cut to)

Scene: Family sitting up to table, taking up napkins. Boy calls for cushion. Maid begins to serve the soup.

(Cut to)

Scene: End of meal. All sit back from table and talk.

Title: Father: "I've been wondering about the use of cotton. Just how generally is cotton used in an average home?"  
Wife: "You will probably be surprised if I tell you that practically every textile in this house is of cotton."  
Father: "Surely not everything is made of cotton?"

Scene: Wife begins to illustrate her statement by calling attention to textiles in the dining room.

Title: The rug is cotton.

Scene: Father looks down and examines the rug with interest.

Title: "Even the wall paper is cotton cloth with a washable coating."

Scene: Wife goes toward wall and gestures to indicate her statement.

Scene: Family returns to living room.  
(Cut to)

Scene: Family come into living room.

Title: Throughout the house they find cotton fabrics in use.

Scene: Wife continues her demonstration of things made of cotton.

Title: Wife: "You begin to see now that 'I know my cottons.'"

Scene: Father reaches down and feels of rug showing interest and mild surprise.

Scene: Discussion turns to clothes and a brief examination is made of the clothing they are wearing.

Title: Father: "Well, I know one thing that's not made of cotton. Women don't wear cotton stockings any more."

Scene: Wife and daughter exchange glances and coming up close to father, who sits in easy chair by center table, each puts out a leg toward him for him to see.

Title: Wife: "Wrong again, old dear. Don't those look nice?"

Scene: (To be taken in laboratory) Close-up of two legs held out with cotton stockings on them. Wife with fine open work lisle hose, Daughter wears fancy mercerized cotton sport hose.  
(Fade out)

Scene: Little boy who has been looking on now comes up to father and holding up a leg calls attention to his stockings. Father laughs and playfully strikes at him. Mother and daughter have again resumed perusal of magazine.

Scene: Father lights cigar, takes up paper and begins to look at it. Boy goes to chair and begins to read. Suddenly father looks up and calls attention of family to something in the paper.

Title: Father: "Look at this now. 'Extensive Exhibit of Uses of Cotton in Wonderful Display at the Fair.' How would you all like to go?"

Scene: Mother and daughter show pleased acceptance of suggestion, rise and begin to prepare to go. Small boy runs to father and boisterously indicates his pleasure. All of them prepare to leave amid some slight commotion.

Title: In the average home kitchen there are numerous ways of using cotton textiles and new ideas are constantly developing.

Scene: Maid busy bringing out dishes from dining room, cleaning up, putting things away, mopping up floor and finally goes into dining room with dust mop held aloft.

(Fade out)

Title: A large fair presents a unique opportunity to call attention to new and interesting developments in almost any line of human activity.

Scene: Family arriving at fair, get out of auto and go into fair building.

Title: The Government does a great deal of educational work by means of exhibits.

Scenes: Succession of shots of the government cotton units.

Title: New industrial uses for cotton are developing almost daily.

Scenes: "Use of cotton in automobile" and "Cotton combined with other materials."

Title: Cotton for packaging all manner of commodities bring additional cotton cloth into the home.

Scene: Exhibit, "The Bag Family is Large" with the family standing in the aisle in a discussion of what to do next. Father resigns himself to the plans of mother and daughter who desire to see the "Style Show."

Title: Cotton fabrics for fine dresses is a modern textile development. My Lady's wardrobe in cotton will please the most fastidious.

Scene: Shots taken at the Style Show.

Scene: Family leaving the Style Show Building. Father is particularly pleased. Wife and daughter laughing and joking father for his change of feeling about the Style Show.

Title: Father: "Well, that was some show. Beautiful dresses, beautiful girls. Cotton certainly had its chance tonight." Daughter: "Sorry you came, Dad? I told you it would open your eyes."

(Cut to)

Scene: Family arriving home after the visit to the fair. Stand about taking off coats and hats. Little boy tells father good night and goes out to left with mother. Daughter, who has dropped down on davenport on entering, comes over and sits on father's chair arm. They talk for a moment.

Title: Daughter: "Oh, Dad, I had a lovely time tonight. Thanks a lot for taking us to the fair."

Scene: Daughter kisses father and then goes out left. As she leaves wife comes in, looks about, picks up a few things, looks at father in affectionate manner. Father lays down newspaper and takes out watch.

Title: Wife: "It's been a happy evening, dear, and we've all learned a lot of new things." Father: "I have learned a number of new things about cotton. Raised on a plantation, I thought I knew almost everything about it."

Scene: Father and wife turn out lights. This leaves the room in semi-light. The two walk toward door to left. Father turns out remaining light as he goes through door.

(Fade out)

Title: So far, we have seen how cotton is adapted to the first floor of a home. Let us proceed now to the bedrooms where even greater use of cotton prevails.

Scene: Daughter discovered preparing for bed, seated in front of dresser, manicuring her nails. She wears cotton pajama ensemble, rises and goes toward bathroom.

Title: Cotton meets every need of the well-appointed bathroom.

Scene: Daughter in bathroom, washes face, uses towels and makes other preparations for bed. Returns to bedroom, stops at dresser, picks up pamphlet, sits down in boudoir chair under reading lamp. Opens pamphlet.

(Cut to)

Scene: (Take in laboratory) Close-up of pamphlet "Cotton in the Home" in hands of girl. Shows it being opened and leaves turned to pages 4 and 5. Here is shown a list of all the uses of cotton which the home might contain. After a moment the daughter rises and carrying the pamphlet begins to examine various things in her room made of cotton, including the dressing of the bed. In this she turns up the coverings, exposing mattress, sheets, blankets, etc.

Title: From the cotton felt in the mattress to the bright designs of the cotton spread the bed is both comfortable and attractive.

Scene: Daughter walks to dresser, takes out her diary and writes in it, seated in same chair as before.

(Cut to)

Scene: (Take in laboratory) Close-up of diary showing entry as follows: Oct. 4, 1929. "Today I have learned a lot about cotton. Dad owns a cotton farm but I never knew till now how dependent we are on cotton. It is just wonderful to think of all the things we use every day that are made out of the fluffy white fiber the negroes grow for Dad out on the farm."

Scene: Daughter rises, closes diary and returns it to dresser drawer. Turns out lights, crosses to window, pulls back curtain, opens casement and stands in moonlight. Turns away from window, kicks off slippers, turns down bed clothes, slips out of negligee and gets into bed, pulling up sheets and blanket about shoulders.

(Fade out)

Closing title: Cotton is the mainstay of farming in the South. It provides employment to thousands in both north and south. Its greater use will insure happiness and prosperity to a large share of the people of this country.

End.